Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
WLWT-TV/DT CINCINNATI
www.wlwt.com

And:

American Media & Advocacy Group
815 Slater Ln
Alexandria, VA 22314

Contract / Revision	Alt Order #
967821 /	06397496

Product		
NRA		
Contract Dates	Estimate #	
10/29/12 - 11/05/12	3474	
Advertiser		Original Date / Revision
National Rifle Association		10/25/12 / 10/25/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WLWT	Mica Hansen	HRP -Washingt
Special Handling		
Demographic		
Adults 25+		
IDB#	Advertiser Code	Product Code
	137	490
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	11/02/12	11/02/12	NBC Tonight Show	1135-1237a		:30			NM	1	$900.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	----1--	1	$900.00							
N 2	WLWT	10/29/12	11/05/12	NBC Tonight Show	1135-1237a		:30			NM	2	$1,800.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	1------	1	$900.00							
Week:	11/05/12	11/11/12	1------	1	$900.00							
N 3	WLWT	11/03/12	11/03/12	NBC Saturday Night Live	NBC Saturday Nigl		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	-----1-	1	$1,500.00							
N 4	WLWT	11/04/12	11/04/12	Sports Rock	Sports Rock		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	------1	1	$800.00							
N 5	WLWT	11/04/12	11/04/12	The Outdoorsman	Outdoorsman		:30			NM	1	$300.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	------1	1	$300.00							
N 6	WLWT	11/04/12	11/04/12	NFL Regular Season	NFL		:30			NM	1	$12,000.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	------1	1	$12,000.00							
N 7	WLWT	11/01/12	11/01/12	NBC Tonight Show	1135-1237a		:30			NM	1	$900.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/29/12	11/04/12	---1---	1	$900.00							
N 8	WLWT	10/30/12	10/30/12	NBC Tonight Show	1135-1237a		:30			NM	1	$900.00
Class of Time - Pre-emptible with notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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10/29/12 - 11/05/12	NRA	**3474**

Advertiser	Original Date / Revision
National Rifle Associatio	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	-1-----	1	$900.00						
N	9	WLWT 10/31/12	10/31/12	NBC Tonight Show	1135-1237a		:30			NM	1	$900.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/29/12	11/04/12	--1----	1	$900.00						
									Totals		10	$20,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	10	$20,000.00	$17,000.00
Totals	10	$20,000.00	$17,000.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:

I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: National Rifle Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☑ **a committee;** ☐ **an association;** ☐ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

Date	Signature	703-683-4877 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title

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